

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
 Order / Rev: 712304
 Alt Order #: 6308184
 Product Desc: JOHN THRASHER CAMP
 Estimate: 448
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 09/07/12 / 09/10/12
 Order Type: Political

WTLV-TV
 Primary AE: Jim Quinn
 Sales Office: T-PHI
 Sales Region: NAT

Agency
 Name: Mentzer Media Services/ POL
 Buying Contact:
 Billing Contact:
 Do Not Mail
 XX, XX XX

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Thrasher For Senate
 Demographic: A35+
 Product Codes: PL-State/Local
 Priority: P-3
 Revenue Codes: AGY, GEN, POL

New Business Thru: 08/07/10
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	32	\$12,295.00	\$10,450.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	32	\$12,295.00	\$10,450.75	0.00
Totals	32	\$12,295.00	\$10,450.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WTLV-TV	37%	\$12,295.00
Market	100%	\$33,229.73

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	2%	\$664.59
WCWJ	0%	\$0.00
WJXT	26%	\$8,639.73
WJXX	4%	\$1,329.19
WTEV	31%	\$10,301.22

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/16/12	10/18/12	M-F 6-7a M-F 6-7am (6:30 AM-7:00 AM)	CM	6a-7a	-T-T---	:30	2	\$425.00	P-3	0.00	NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-T-T---		2				\$425.00		0.00			
2	WTLV	10/17/12	10/19/12	Today Show M-F 7-9am (8:00 AM-9:00 AM)	CM	7a-9a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	--WTF--		3				\$400.00		0.00			
3	WTLV	10/16/12	10/18/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	-TWT---	:30	3	\$275.00	P-3	0.00	NM	3	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-TWT---		3				\$275.00		0.00			

Order / Rev: 712304
 Alt Order #: 6308184
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Thrasher For Senate
 Product Desc: JOHN THRASHER CAMP
 Estimate: 448
 WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
4	WTLV	10/16/12	10/18/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	-TWT---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWT---					3	\$450.00		0.00			
5	WTLV	10/16/12	10/18/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	-TWT---	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TWT---					3	\$450.00		0.00			
6	WTLV	10/18/12	10/18/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	---T---	:30	2	\$525.00	P-3	0.00	NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---					2	\$525.00		0.00			
7	WTLV	10/16/12	10/21/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	-TW---S	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-TW---S					3	\$400.00		0.00			
8	WTLV	10/19/12	10/19/12	Fri Prime C Fri Prime C	CM	Fri 10p-11p	----F--	:30	1	\$550.00	P-3	0.00	NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--					1	\$550.00		0.00			
9	WTLV	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$180.00	P-3	0.00	NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-					1	\$180.00		0.00			
10	WTLV	10/20/12	10/20/12	Sat Prime A Sat Prime A	CM	Sat 8p-9p	-----S-	:30	1	\$225.00	P-3	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-					1	\$225.00		0.00			
11	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$160.00	P-3	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S					1	\$160.00		0.00			
12	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S					1	\$400.00		0.00			
13	WTLV	10/21/12	10/21/12	Sun 12x-1x FCN on Point / Chris Matthews	CM	Sun 12a-1a	-----S	:30	1	\$30.00	P-3	0.00	NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S					1	\$30.00		0.00			
14	WTLV	10/22/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	M-----	:30	1	\$425.00	P-3	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----					1	\$425.00		0.00			
15	WTLV	10/22/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----					1	\$400.00		0.00			
16	WTLV	10/22/12	10/22/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	M-----	:30	1	\$275.00	P-3	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----					1	\$275.00		0.00			
17	WTLV	10/22/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----					1	\$450.00		0.00			
18	WTLV	10/22/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----					1	\$450.00		0.00			

Order / Rev: 712304
Alt Order #: 6308184
Flight Dates: 10/16/12 - 10/22/12

Advertiser: Thrasher For Senate
Product Desc: JOHN THRASHER CAMP
Estimate: 448
WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
18	WTLV	10/22/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	M-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$450.00		0.00			
19	WTLV	10/22/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$525.00	P-3	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$525.00		0.00			
20	WTLV	10/22/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	M-----	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$400.00		0.00			
													Totals	32	\$12,295.00